

**METHOD AND SYSTEM FOR REDUCING UNSOLICITED MESSAGES USING
VARIABLE PRICING AND CONDITIONAL REDEMPTION**

ABSTRACT OF THE DISCLOSURE

Methods and systems for reducing unsolicited electronic messages through variable pricing and conditional redemption are provided. Each ticket may have an associated value that is specified by a sender of an electronic message. This is referred to as "variable pricing." A ticket in a message acts as a guarantee that the ticket server will redeem the ticket for the value. Upon reviewing a message with a ticket, the recipient may choose to redeem the ticket, which is referred to as "conditional redemption." If the ticket is redeemed, then the ticket server debits the sender's account so that the sender has effectively paid to send the message.